

LABOUR

NOVEMBER, 1949

Volume 28 * Number 332

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An Election Organisation Plan

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THE LABOUR ORGANISER

PUBLISHED BY THE LABOUR PARTY, TRANSPORT HOUSE, SMITH SQUARE, 'LONDON,' S.W.1

VOL. 28, NO. 332

NOVEMBER, 1949

PRICE FOURPENCE

Breathing Space

THERE ARE TWO urgent matters to which the Party, nationally and locally, must turn its attention. One is to get all our supporters to the polls, thus bridging the gap between Parliamentary and local figures, and the other is ceaselessly to work on the doorsteps in winning extra support to offset the 1945 'sleeping' Tory vote which is now coming to life.

Familiar words? Of course they are—and you first read them in this column seven months ago, after the loss of 253 Labour seats in the County Council elections. We reprint them because, with the Prime Minister's announcement that there will be no General Election this year, there is still time for Parties to concentrate on those 'two urgent matters.'

What is the acid test of electoral efficiency? It is this. Could your Party have fought an election this month? Could you have polled the constituency's maximum possible Labour vote? There is no other test, and there can be no compromise about your answer. If it is in the affirmative, then your task is to keep the machine evenly ticking over so that there is no risk either of stalling, or of using up too much power supply.

But if your answer is an honest admission that there is room for improvement in your organisation, then you must make the best possible use of this breathing space. There is only one route open to you, and there is no short cut. The way to success lies through hard work . . . and more hard work.

We know that in many places the struggle is all uphill. But the progress made by Parties in all corners of the country during the past few months testifies to the soundness of the formula. Thousands of new members have been won, thousands more have been confronted with Labour's case, and subsequent municipal by-elections have shown a marked improvement in organisation.

Keep up the good work. And in those areas where the work hasn't yet started or progresses only at snail's pace—and they do exist—let those responsible for organisation remember that 'Lost time is never found.' If the proverb's warning is heeded, they may well sit back, when Polling Day is past, and reply in the words of Seneca: 'Happy is he who has well employed his time, however brief it may have been.' And time is indeed brief!

IT'S AN OLD STORY. IT'S THE STORY OF THE ENDLESS STRUGGLE IN MANY AREAS TO BUILD UP AN EFFICIENT PARTY ORGANISATION. IN THE TELLING OF IT THE WRITER OF THIS ARTICLE PROPAGATES HIS VIEWPOINT—THAT THE BUILDING MUST BE CENTRED AROUND THE ORGANISING SECRETARY. THERE IS A MORAL TO HIS STORY AND THE BRIGHT, INTERESTING STYLE HE USES MAKES IT EASY TO FIND.

CLOSING THE GAP

By E. C. MEREDITH, Hon. Secretary, Wembley Borough L.P.

NOW JOHN, what's your difficulty? You wrote telling me you can't get going with your membership campaign. Yes, that's right. Jim O'Hagin, our Ward Chairman, is so tied up with Trade Union affairs that we can't expect a lot from him. Tom Phillips, the Treasurer, is occupied with an important Council committee and I heard to-day that Mrs. Davies, one of our key collectors, is leaving the district.

H'm, this is what happens to our good men. Have you got an Organising Secretary?

No.

Have you got a Membership Secretary?

No.

So your contact with members and supporters is almost entirely left to you, as Secretary of the Ward?

Yes. I've written appealing letters to members for help in canvassing, collecting, and so on, but without any really good results. You must appreciate John that there's a big gap existing between you and the members—you can't possibly keep in touch with them yourself.

True.

Here lies the weakness of your organisation, direct contact with your members and supporters is almost absent. This is serious and will break any Secretary's heart if it isn't remedied. This gap has got to be closed. Let's see, who's on your committee?

Oh, there's Jones, Parker, Robinson, Miss McCauley, and Mrs. Leech.

What does Jones do? I don't know him. He's an engineer on shift work.

Parker?

A printer—but often away from home.

And Robinson? Isn't he in an office?

Yes, that's right. A bank clerk.

Good. Let's call round and see Robinson. It's a waste of time. I've asked him already.

Never mind, we'll ask him again.

LATER . . .

Mr. Robinson, meet Comrade Fuller, Secretary of the Borough Party.

Delighted to meet you Mr. Robinson. I'll come straight to the point. The campaign for a million members concerns this Ward and I'm asking you point blank if you'll take on the job of Membership Secretary.

Impossible. Much as I'd like to help, the time factor precludes me from any Party activity. But now that you've been good enough to call on me I'll give you a hint. My colleague, Fitzgerald, also a member might be flattered with this opportunity.

LATER . . .

I can assure you Mr. Fitzgerald, it will not take up much more than an hour a week of your time. It's only a matter of keeping a register of members, recording contributions received from the collectors and paying in money to the Treasurer.

FITZ TOOK THE JOB and also accepted the responsibility of encouraging the regular collection of subscriptions and the replacement of collectors when necessary. This encouraged John. He began to think there must be other potential workers among those 1,200 trade unionists in his ward—only about 10% of whom were individual members of the Labour Party. He tackled the Borough Secretary again. What about this Organising Secretary? Where would he fit in?

In a very important place John. In fact next to the Secretary, he is the most indispensable officer in the Ward. He will organise membership drives, canvass



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ing campaigns and stewardship of public meetings. He will keep records of canvassers, canvassers, labour supporters, and literature distributors. He will know where to dump envelopes for addressing during elections.

He will get this information with the help of 'road stewards' who will be the doorstep boys for direct contact. A 'road steward' will be in charge of, perhaps, ten road or 200 houses. He will be the contact between the 'Ward' Committee and the electorate. In other words, he will be 'filling the gap.' An Organising Secretary with character and a personality which appeals should, with a little persuasion, find followers to undertake these duties. For instance, some women make excellent 'road stewards'. The womenfolk must not, on any account, be overlooked.

Running through the list of members in his mind, it suddenly occurred to John that old Tom Burke, who had lost his seat in the Council at the last election, was probably kicking his heels about after a sudden break in local government activity. He approaches him...

Mye lads, I'll take it on until you find a young'un.
So Tom took over.

DURING THE NEXT MONTH, Tom Burke—the well matured agitator of bygone days—student of Keir Hardie, staunch trade unionist—might have been seen any evening paying a visit here and there; calling on prospective 'road stewards' or, as he preferred to call them, 'street captains'. He fixed up Joe Paton in Neall Street; Alf Redman in Bridge Street; Mrs. Davies took over 200 houses in Windmill Road; and so it went on until Tom had filled the gap' right throughout the ward.

It's useless to pretend that he found it easy sailing all the way. In some instances he had to promise everything short of a motor car. There was Len Short for example—he had never done any canvassing—but Tom assured him that this was an excellent way to learn.

This raw material had to be handled carefully. Many of the lads, some of them in the League of Youth, needed priming. Lectures were arranged on Party Policy and Local Affairs. Indisputable facts and

figures were presented in their correct relationship to national and local importance. What the Labour Government had done; what it is trying to do; and what it intends to do in the future.

With this background of information, confidence was very soon established. Experienced canvassers know that the Tory trade unionist is ignorant of these facts—this goes for the majority of non-trade unionists too. It is possible then, for a well primed canvasser to win an argument on the doorstep in 9 out of 10 cases.

One must also remember that the women electors are not often familiar with political and economic facts and will provide a rich harvest of raw material for the canvasser. Women have never been properly canvassed—it's time they were.

Tom Burke knew this and his classes for canvassers paid special attention to the problems of women; the reasons for shortages, rationing, housing, etc.

AND AS THE GAP was gradually being closed so pockets of intense activity were opening up. Street captains were making steady progress. Reports were coming in that people were enjoying these informal visits from their neighbours, and party propaganda was curiously creeping into what appeared to be incidental chats. In fact, a visit from 'the man in the Labour Party' was becoming a regular feature and looked forward to by all concerned.

John, for his part, as Secretary of the Ward, was already feeling the effects of these extensions. Membership began to rise, ward meetings grew bigger and bigger, and the demand for literature increased by leaps and bounds. Stewards were reporting back that 'so and so would be loaning his car at the next election' and numbers had promised to lend a hand in the addressing and delivery of Party circulars.

The gap had been completely closed. It had been closed because everyone concerned had faith and courage, because they had the vision to conquer adversity and try every avenue of possibility. History has shown that these things can be done again and again. Let's get on with that million membership.

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Latest Agency Appointments

THREE WOMEN are included in a list of 24 agents—some new to the service, others changing their constituencies—which has just been approved by the National Executive. One of the three is an agent of 20 years' experience.

She is Mrs. A. E. SPIVEY who is taking up a post at SHOREDITCH AND FINSBURY after periods spent at Hampstead, Llandaff and Barry, Belper, Nuneaton, and Accrington. Mrs. Spivey, who has been a member of the Party for 27 years, was one of the first agents to gain a Grade A certificate—winning it as far back as 1931.

Miss DORIS MOBBS, who is the new WIMBLEDON agent, has also had wide Party experience. During her 20 years in the Party she has been a Borough Councillor, a sub-agent in Parliamentary elections, and a voluntary N.C.L.C. lecturer. She was candidate at Hemel Hempstead in 1945 where the Labour vote was raised by 11,000.

Brilliant Student

The third woman agent is Miss JOAN WICKEN who is now in charge at STROUD AND THORNBURY after a brilliant period of study at Ruskin College. She was the only woman to gain her Diploma in Economics and Political Science with a Distinction. Miss Wicken has been employed as a full-time clerical worker at Stroud.

Two Scottish appointments have been made. At EAST DUNBARTONSHIRE a railway fireman, WILLIAM HILTON, takes up the agency after valuable organising experience not only inside the Party—he was sub-agent in 1945—but also in the Co-operative movement. Mr. Hilton has done much work for youth clubs and at one time he was Editor of the British Federation of Young Co-operators' Scottish magazine, *Pibroch*. Nearby, at WEST DUNBARTONSHIRE, the new agent is JOHN SMITH, a 29-year-old cost accountant. Formerly membership organiser at Camlachie he was sub-agent there in the 1948 election. He has also acted as sub-agent at other Parliamentary elections as well as having had control in municipal elections.

Coming south, three appointments have been made in London. They are at EAST ISLINGTON, NORTH PADDINGTON, and STEPNEY where, respectively, WILLIAM JONES, VIC CARPENTER, and E. N. KNOWD are the new agents. Mr. Jones has been acting as Islington's agent since early this

year, while Mr. Carpenter was Wimbledon's agent for three years. Mr. Knowd has been temporary agent at North Islington where he controlled this year's L.C.C. elections.

BEDFORD'S agent is CHARLES HARRISON, former Ruskin student, who has been active in the trade union movement and was Secretary of Bedford Trades Council. To AYLESBURY goes WILLIAM G. WHITE, familiar figure at West Fulham where he has done sterling voluntary work for the Party, and over in Essex, at MALDEN, former insurance official, JOHN HOWE, now agent.

HARRY FORREST, an engineering draughtsman, is EXETER'S agent—he has controlled many local elections—and a founding member and Secretary of the Southampton League of Youth, ERNEST E. REYNOLDS, going to BILLERICAY. Another outstanding Leaguer, 22-year-old IAN MUNRO, is now agent at Dover. He has founded three Leagues, acted as a Federation Secretary, controlled municipal elections, and held many honorary C.L.P. posts.

Ex-M.O.I. Organiser

A war-time Ministry of Information and organiser and one-time Harrow Council agent is JOHN ROBERTS who now takes over ISLE OF THANET, and to SEVENOAKS goes DON LEWINS, a former agent with experience of rural areas and in charge of this year's Caterham local elections. Another with Ruskin as a background is R. SMART, who is now working at WIDNES. Mr. Smart organised the Liverpool Youth Parliament and has been in charge of municipal contests.

Back South again to EDMONTON where HERBERT KERSHAW takes over at the scene of that famous by-election. Mr. Kershaw has had 17 years of active work in the Party and at Uxbridge was prominent in Trades Council and Co-operative circles. At MERTON AND MORDEN the appointment has been given to HAROLD WOODCOCK, D.L.P. Secretary and ex-railway clerk.

In the South-West the WELLS Party has appointed as its agent the Editor of *Labour's Cornish Voice*, RICHARD WEVELL, and at ARUNDEL-SHOREHAM the former co-Editor of the *Littlehampton Labour News*, EDWARD NATTRASS, takes the agency. Final two appointments are at WESTMORLAND and DEWSBURY where the agents are HARRY COOKE and JAMES CUMMINS.

Southgate Has A Pepys

We don't advocate a would-be Pepys in every local journal but this extract from Southgate D.L.P.'s 'Inter-Com' shows how little ingenuity can considerably brighten otherwise dull reports.

THE EDITOR BEING ON HOLIDAY I went round the place to see and to hear but being at that time other where I sat not with the General Committee in July. It gathered in the Village Hall on a Friday and after Mr. Secretary Downie had read Minutes he would on to Letters and on these the Committee would say thus and thus and so it would be, some to this Committee and some to that.

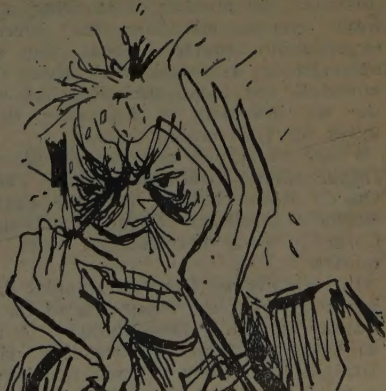
Then would come Mr. Treasurer's Report, were he there, and thence on the Reports hereafter to Any Other Business then all would home and so to bed.

South Ward. — Mr. Ward Secretary Bridger writes of much good work done planned at the July Ward Committee meeting, but of this last *Inter-Comm* did

tell. On July 21st a Working Committee meeting at 59 Ollerston Road, the home of good mistress Fletcher, did plan first that there should be a Great Meeting for Ward Members on September, 1st at which a Member of Commons House should speak and to which all Ward members be summoned by special summons. Thereafter other great speakers be called for other Ward Meetings and Party Literature be shown and sold.

From Middle Ward comes little news save that the next Ward meeting is on September 8th at that meeting too plans for the coming election fights will be laid. The Local Government Committee met on Wednesday, August 3rd at 48 Kingsley Road and when I was come thereto they were all a-talking of nothing else but Loud Speakers, and what to do therewith, I would have none of the wretched things, so said nought, but thought the more. Then did Miss Secretary Earnshaw,— she that does almost ride to hounds,— reported on canvassing which is to take place in all Wards in September, cards and leaflets for use in these same canvasses were ordered and we heard what was toward in South Ward. A full meeting with much to do. Then came Mistress Earnshaw with Tea which we drank very willingly and so home, after thanks said.

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Chosen at Random

By DEREK AGNEW

LET'S LOOK BACK at Filey. In perspective the result of that week's assembly appears no less significant than it did when the rush of events was liable to influence the most impartial of judges.

The assiduousness of young and old alike never failed to impress those of us who circulated freely in search of a complete picture. Even Billy Butlin's 'red-coats'—the professional 'let's all be happy' camp organisers—were left wallowing in the trough of the wave.

It was a wave that hit the serious business of organisation study as surely as it engulfed other, less exacting, activities. Full-time, and honorary agents, will be aided at the election by those in their Party who attended the rally, for it was the *information* disseminated during the week—as distinct from the *morale-boosting* atmosphere—that will, in my opinion, have the more valuable lasting effect.

As the *Organiser* commented last month, Party leaders were agreeably surprised at the number of students, apart from agents, attending the Election Organisation course. From my own observations I would add that they attended, not from curiosity, but with the set intention of equipping themselves for the coming contest.

It was the same story at the Election Organisation exhibition where Head Office's Alan Herbert, and the Eastern Region's Assistant Organiser, Douglas Garnett, were overwhelmed with enquiries.

(Incidentally we last saw Douglas dashing away from the camp headed for the railway station. * Destination? A date with a girl, and a wedding ring! Straight from Filey to one's marriage is a good omen for the future. All the best, Mr. and Mrs. Garnett.)

ONE OF THE MANY valuable meetings arranged during the week was that attended by Party Editors and addressed by Arthur Bax, Secretary of the Press and Publicity Department, and Tom Driberg, M.P. Mr. Bax explained the facilities afforded by his department and then answered questions on publicity fired at him from all corners of the

room. As with every other activity, on the entry of Father Time halted a discussion of benefit to all concerned.

The story would be incomplete without reference to the trial election contest between George Thomas, M.P., W. Nally, M.P., George Jeger, M.P., and Fred Lee, M.P. Each of them represented different sections of 'Labour Believes in Britain.'

The election was carried out with the excitement of a Parliamentary campaign. Election addresses were issued, canvassing took place, some 'stunts' were pulled off, and there were even 'political broadcasts' over Radio Butlin. It speaks volumes for the calibre of the candidates, and the interest of the electorate, that open-air meetings of attracted crowds of several hundred, despite other, more spectacular activities, were functioning simultaneously.

Tailpiece. Congratulations to the band of enthusiasts who descended, with warning, on the slumbering town of Filey; held a really successful impromptu meeting; and returned to the camp with the satisfaction of knowing that a new formed local Party had been left in the wake!

REG UNDERHILL, West Midlands Regional Organiser, passes on some interesting news. It is that Herbert Drinkwater, Editor of this magazine 24 years up to 1944, and a former Regional Organiser, is back in harness again. He is acting as treasurer for Fernhill Heath Local Labour Party and is also giving considerable assistance to the new full-time Agent in the Worcester Constituency, young Donald Probert, making contacts and developing organisation in the Droitwich Rural District. This area has only recently been added to the Worcester Constituency and there has been very little Party activity in the district for many years past. Four new Parties have been formed and a special conference is being held in Droitwich on November 26 to which the contacts recently made will be invited along with representatives of trade unions in the area.

Herbert Drinkwater is not only taking considerable responsibility in making

contacts for the conference, but is also scheduled to give a short talk on 'Organisation.' Further, he is visiting villages making arrangements for the display of poster boards at present being made by the Worcester League of Youth.

All this is being done by a man who commenced his first election activity in 1885 and is now aged 73. It's hard to comment on such a selfless gesture. But those who knew, and worked with Herbert Drinkwater, will not be the least bit surprised. He is still talked of as if it was only yesterday, and not many years since, that he gave up the *Organiser*. Our best wishes for your future, Herbert.

BANBURY'S REG BELBEN continues his sterling work in forming new Local Parties—a task he commenced simultaneously with his appointment last April. He now tells me he has just launched his 21st, in the village of Leafield. This brings the total in the constituency to 39. Leafield has an electorate of 538 and has, in the past, been completely unorganised. An initial canvass produced 44 enrolments, and at the inaugural meeting a further 4 members were recruited. The Party thus starts with a membership of 48.

Two other items in membership campaign news caught my eye. One was from Geoff Foster, of Sunderland, who described his campaign in last month's *Organiser*. At that time he stated that 400 applications for membership forms had been completed since the end of June. He now tells me that the figure has reached 463.

The other item was from Brighton where two formerly dormant Wards have been re-formed, and 20,000 copies of *Something to Sing About*, 20,000 *From Small Beginnings*, 20,000 of the new Women's Leaflet, and 1,000 *Proud Heritage's* have been distributed. If that isn't 'softening-up' the constituency then I'd like to know what is. Expect some big membership news from Brighton shortly.

I LIKE THE Clitheroe Divisional Labour Party's method of sending news to the press. Foolscap sheets have been printed with the heading 'Press Service of the Clitheroe D.L.P.' Then follows the address and telephone number of the Labour Rooms and, at the foot of the page in red type, 'This news item is offered for publication without charge. If further information is desired please write or telephone.'

It may seem only a small point but I feel confident that Editors give more consideration to news submitted under such circumstances than they do to the message scribbled on odd pieces of paper. Parties need not be limited by finance, for a nicely duplicated sheet would probably be equally effective.

SUDBURY AND WOODBRIDGE D.L.P. is conducting a competition with an all-mains radio set as the first prize. Nothing unusual about that? Not about the prize, agreed, but the method of competition, if not entirely original, could certainly be more widely adopted. The radio will be won by the competitor who, after an initial outlay of 2s. 6d., succeeds in raising the highest amount for the Party's funds.

Describing the competition, *Straight Talk*, the Party's journal says, 'There are many ways you could raise money. The ladies who knit, for example, could purchase up to half-a-crown's worth of wool, make a small garment, and sell it for, perhaps, 7s. 6d. With this money buy more wool or other material, make and sell a larger garment, and so on. Many men are adept at making children's toys. Starting by making a few small toys they could work in a similar way to the woman who is knitting.' When the closing date is reached, competitors send their profits to the *Organiser* along with a description of the method they followed.

JOHAN SMITH, *Organiser* for the West Dunbarton constituency, is appealing for a standard method of entering Party telephone numbers in directories. He points out that many valuable minutes are often lost searching among Blankshire Unionist and Blankshire Farming Associations, etc. His suggestion is that all Agents adopt the entry: Labour Party, Blankshire Constituency.

BEHIND THE prosaic announcement on another page that Head Office artist-designer Peter Harle is unable to contribute this month's article on 'Better Publicity,' lies a bad luck story. Only a few days after writing last month's article on neater designing a 12-stone giant (political affiliation unknown) redesigned Peter's face during a Rugby football match. He is, at the time of writing, still in hospital—but hopes soon to be back at the drawing board!

Better Publicity—2

REPRODUCING PHOTOGRAPHS

By JACK STODDART

Owing to unavoidable circumstances, our first contributor in this new series, Peter Harle, is unable to write this month's article. His place has been taken by Jack Stoddart, also a Head Office artist-designer.

THE HALF TONE METHOD of reproducing a photograph is easily the cheapest and most useful. But before giving some advice on the preparation of prints for the block maker I should like to describe as simply as possible, the highly technical processes through which your photograph passes before it finally emerges as a block. It is only by having some knowledge of the subject that you can fully appreciate the block maker's problems and understand the necessity for your co-operation if the finished product is to meet with complete satisfaction.

Basically, the half-tone process is a means of breaking up the continuous tone of the original photograph into a mass of separate and distinct dots of differing sizes, which produce the effect, when printed, of a graded tone.

The screen which produces these dots is made on the principle that when one causes light to pass through a pinhole, it is projected in a cone-shaped beam. The screen is manufactured from two sheets of plate glass which have parallel lines cut upon them filled with an opaque black

stop-out. The black lines, and the spaces between them, are of equal width. When the sheets are placed face to face, their lines are at right angles and the impression is given of an all-over grid of little square dots of transparent glass.

A half-tone negative is made of the original photograph by placing this screen just slightly in front of a photographic plate. When the reflected light from the evenly illuminated original (which is placed before the camera) comes through the lens, it has to pass through the transparent square gaps in the screen.

From the lightest portions of the original the greatest amount of light will be reflected, so that when the light comes to the screen the cones reaching the plate will overlap and run into each other. Thus only very small areas of the plate will remain unexposed. The converse is true of the darkest portions of the original and when the plate is developed it is seen that the subject is now split up into a variety of different-sized dots.

Printed on Copper

The negative is now printed down on a sheet of copper which has been coated with a sensitive photographic emulsion. The light passing through the transparent portions of the negative, which represent the darkest portions of the original, hardens the emulsion. The emulsion covered by the opaque portions of the negative will remain unaffected and still be soluble in water. The plate is now covered with a black greasy ink and is soaked in water. That emulsion which has not been hardened will dissolve and will bring its greasy coating away with it.

Then the plate is dried and dusted over with a fine resin which sticks to the greasy surfaces of the dotted image left behind. The plate is then heated and the resin mixes with the grease to form an acid-resisting coating on the dots.

It is now subjected to a bath of acid which eats away all the unprotected areas. This is done two or three times until the correct depth is bitten. The half-tone block is now ready to be mounted on wood.



Unusual use of photograph on a double crown poster (20 in. x 30 in.).



Showing method of determining proportion

It will be easily understood now how necessary it is to provide the block maker with a sharp, contrasting, original photograph whenever possible, in order that the best may be made of the limitations inherent in the half-tone medium. Don't expect too much of your block maker by providing him with fuzzy, ill-defined, and severely manhandled, originals. Never use pins, paper clips, or bulldog grips, for they leave marks and creases which are very difficult to eradicate.

Mount your photographs flat on a piece of stiff white board, whenever possible, and mark your instructions on the board around the photograph in blue pencil. Quite often people will unthinkingly give the engraver endless trouble by writing their instructions on the back of the original with a hard pencil, digging it far into the thickness of the paper, and producing the effect of reversed embossed lettering on the working side. If this isn't noticed in time it can produce a weird and altogether unwanted effect on the finished block.

The Formula

The method of determining whether or not a photograph is of the correct proportions is shown in the accompanying diagram. The formula is that if any two rectangles have their corners on a common diagonal, then those rectangles will be in the same proportion. It is a safe rule

that wherever possible a reduction in size from the original to the reproduction should be made. Size should be stated one way, by length, the other measurement naturally being in proportion.

Masking a photograph will often enhance its pictorial effect as well as often being necessary to change an awkwardly proportioned photograph into a shape which can be easily accommodated. This is best done by taking a tracing of the area available for illustration and placing it so that it squares up with the bottom left-hand corner of the photograph. Draw a diagonal line from the bottom left-hand corner of the tracing up through the top right-hand corner and on until it reaches a point on the top border of the photo. If the diagonal runs right through the top right-hand corner of the photo, then that photo will reduce (or enlarge) in the proportion required. If the diagonal touches the top border of the photograph at say, one inch from the top right-hand corner, then a strip of one inch in width must be masked from the photo by pasting a strip of white paper over it.

Interesting Effects

By cutting rectangles of various sizes, but in the same proportion, out of white card, and using the resulting surrounds as frames, it can be easily decided whether or not to leave in say, this house on the left-hand side, or to take out that clump of trees on the right.

Very interesting effects can also be achieved by having the background taken away from figures and objects. An indication is given to the engraver in the form of a sheet of tracing paper placed on top of the photo, with the areas to be 'routed' away being defined by an 'outline in blue pencil.

The choice of subject for this treatment is somewhat limited. It is wise to stick to broad, uncomplicated shapes. For instance, all sorts of difficulties are likely to arise if you wish to have the

(Continued on Page 13)



Left, the half-tone as printed. The area in the white circle is then enlarged showing the dot-formation

This Trial Election Taught Us Many Lessons

Says HUBERT MORGAN, Secretary-Agent, East and West Flintshire C.L.P.'s

A trial election was held at the Filey Rally, with four contestants representing various sections of "Labour Believes in Britain." In this article the agent to the successful candidate describes how he waged his campaign.

TO ACT AS ONE of the agents at the trial election was an opportunity I would not have missed for anything. This was a chance to gain some valuable experience and in preparation I read, and reread, all the books I could lay hands on, in mapping out a plan of campaign for my candidate.

On reaching Filey many difficulties became apparent, and I was compelled to cast aside my carefully drawn up plan. I had no hesitation in doing this and I hastened to adapt myself to the unexpected circumstances.

To me, the winning of an election is a question of salesmanship, little different from the marketing of any branded commodity. There is no sentiment in either, and I took this trial election seriously. My objective was to secure the votes of the people at the camp and with the aid of the workers who rallied to our 'cause' a revised plan was drawn up. As Harold Croft states in his 'Conduct of Parliamentary Elections'—"The object of an agent in an election is to poll all the votes available for the Labour 'Candidate' (In our case it was the Social Security candidate).

Attractive Campaign

Our first objective was to get over, our policy, and to compete with the organised activities of the camp, and the holiday spirit of the campers. This could only be done by making our campaign attractive and by utilising the vast physical energy of the young people around us.

A door-to-door canvass was out of the question, because the occupants of the chalets were away from morning until late at night, and this essential of a 'real' election was therefore eliminated. In any case, despite the wonderful efforts of Head Office staff, in sacrificing most of their leisure time, the necessary materials for this canvass were not available.

Our first move was a successful open-air meeting, and this made it clear that our

approach to the campers on a humorous note was the only way in which we could get our policy over. The candidate excelled in turning light-hearted questions to good advantage, and using him at meetings of this kind was an asset. We thus encouraged the open-air meetings and our opponents, who made similar efforts, were not nearly so successful.

Every conceivable means of using the entertainment and other phases of the holiday camp were used to further the campaign. The very catchy tune used by the camp staff, and which was being hummed by everyone in the camp, was brought in as a tune for the candidate.

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The use of the 'big drums' became part of the campaign, and successfully competed with the hustle and bustle of camp life. It served a useful purpose in attracting campers to our meetings.

I am keenly interested in the visual aid, and feel that greater use could be made of this in our elections. In this campaign at Filey, a procession was used to convey to the campers the main points of our programme. The procession was composed of supporters representing various aspects of the Social Security Schemes:—

A pram with two babies (Family Allowances). An old pensioner (Old Age Pension Increases). A broken leg with crutches (National Health Act). A broken arm in splints (Industrial Injuries). All the ideas were provided by the young people, and shows the great wealth of initiative that remains to be tapped.

Spectacular Finale

The tempo of the campaign was terrific, and to round it off something spectacular would have to be done on the eve of the poll. Word was spread throughout the camp that something really unusual was to take place. A meeting was organised on the most convenient site and at

12.30 p.m. (the best time of the day when all campers were assembling for their lunch) the roar of the camp aeroplane came nearer and nearer, until above the meeting, it dropped leaflets. What did they contain? A personal message from Jim Griffiths asking all the campers to cast their votes for George Thomas, M.P., the Social Security candidate.

Deliberate

The use of Jim Griffiths' name was deliberate. During the week his personal triumph was obvious to all, and as one of the most popular men in the camp, his support was invaluable.

The trial election was a great success. I have little doubt that many of the 'old school' will condemn some of the ideas used, and even some of the younger agents (who are not anxious to change ideas) may rant about stunts, etc. But the proof is in the results obtained. There is nothing so pathetically amusing to the young—in which category I include the young in spirit—as the spectacle of the grave senior deploring the introduction of something unorthodox. (By the way, there is nothing illegal about the use of an aeroplane!)

Oh! I almost forgot. The result was an overwhelming majority for the Social Security candidate, George Thomas, who polled almost twice as many votes as the other three candidates together. My grateful thanks are due to all those who assisted in making the election such a success, and it is my sincere wish that during the coming struggle, agents will take advantage of the young people in their localities. They have tremendous initiative. The posters and the slogans used at Filey were proof of this.

(Continued from Page 11)

background taken away from the spokes of a bicycle wheel in a photograph!

Avoid brown toned, rough surfaced, bromide prints. Only use black-purple toned glossy ones.

A veritable mine of helpful information lies in the Process Engraver's Compendium, which you will be able to get from your local process house.

Always bear in mind that the trim efficiency and neatness of the half-tone blocks in the expensive and glossy monthly magazines is *not* primarily due to the amount of money they spend on blockmaking but that they **MAKE THE MOST OF WHAT THEY HAVE TO SPEND.**

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A SIGN THAT S-P-E-L-L-S

WE HAVE RECEIVED numerous requests for details of the automatic sign shown in last month's picture of the window display at the Fife exhibition. The sign, illustrated below, is approximately 30 inches long, by 6 inches high.

There are three rows of lettering; two of them are stationary and the other is constantly moving. The moving line, numbering 20 letters, is withdrawn out of sight and then the letters are projected into view, one at a time, spelling out their message. They remain in view for some seconds and are then retracted, exposing the second line of lettering behind them. The cycle of operations takes place several times per minute and the third line of letters is constantly on view.

In the illustration 15 letters have fallen into place and the sixteenth is just dropping. The word 'night' is the last word on the back line. The source of illumination is a single striplight which floodlights the two top rows of coloured letters, and makes the transparent coloured letters in the bottom row glow.

Current consumption is less than 60 watts and a full set of letters and characters, supplied in mixed colours with every sign, enable any message to be set up in a few minutes. The sign is simple to operate and can be plugged in to any existing suitable circuit. The standard model works on A.C. circuits of 230-250.

Practically everyone will stop to look at a moving sign where a static display would be passed by. There are wide possibilities here for the keen window designer and a recent price reduction has brought the sign within the financial range of most Parties. Fuller details can be obtained from the manufacturers: Spelling Signs, Ltd., 10 Shelley-road, Worthing, Sussex.

'Props'

By TREBREH

AGENTS MUST SOON be thinking of the many requirements and needs for a Parliamentary election. Careful thought and planning now will prove invaluable, and will save much time and worry later on.

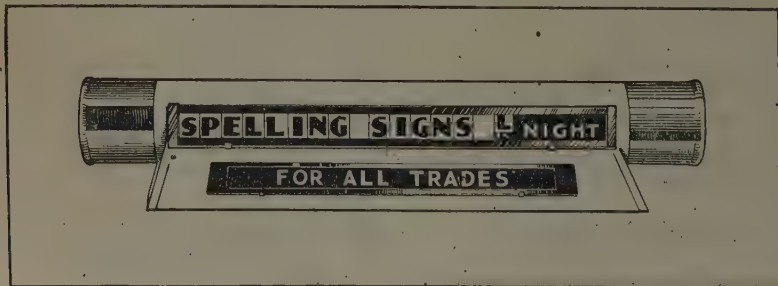
The particular side I propose to deal with could very well be termed 'props' and covers many of the things you will be wanting in your committee rooms. So here, just to remind you, is a list of elementary needs.

Tables. These will be needed at Headquarters, and in the Committee Rooms. Trestle tables prove ideal, as they are so easily folded and carted. Card tables will also be found very useful. Ask some of your members to provide something that will serve as table covers. These will help to make for both comfort and appearance. **Chairs.** See that any of the shaky and broken ones are mended, cleaned and ready for use.

Boards. Obtain some thin boarding, and get two or three of your members to make up some poster-boards (D.C. size: 30 in. x 20 in.) ready for exhibiting posters outside members' houses. In view of the high cost and difficulties of bill posting these days, it is essential to get our supporters to show boards wherever possible.

Now for some equipment reminders. Typewriter; duplicating machine; Addressograph, or similar machine; rubber stamps; trap boxes, for canvass; promise, removal, and car cards; wastepaper baskets; stapling machine; rubber stamp printing outfit; dictionary; desk trays, or wire baskets; ash trays; thin white card 30 in. x 20 in. for charts and notices; clock; towels; mirrors; clothes brush; pail and paste brush (large); broom; dusters; hammer and strewdriver; nails and screws; gimlet.

So simple, but so easy to forget.



MODERN ADDRESSING METHODS

By PAT CAVANAUGH

A CONSIDERABLE AMOUNT of valuable time is taken up during any election with writing the names and addresses of electors on envelopes, labels, or election manifestos, and it may be as well if we reflect for a moment on the reasons why we go to all this trouble.

I think we will all agree that a communication is more likely to create a favourable impression if it bears a name and address rather than one with no title for the latter is immediately recognised as part of a mass distribution.

Rubber Stamps

Quite a number of parties have a complete set of rubber stamps for every road in their area including the postal district number. A rubber stamp maker is to be found in almost every town who will be pleased to quote a price for a complete set.

We all tend to look on addressing machinery as something of use only to large organisations, but to-day this is not the case and nearly all the main makers of this type of machine have at least one model in their range that is portable, easily operated, and costs only a few pounds.

Those of our readers who visited the election exhibition at the Filey Rally will no doubt recall the small machine on show in the Work Room. It is made by Addressograph-Multigraph Ltd., High Holborn, London, W.C.2, and is within the financial reach of most parties.

Fifteen Per Minute

The plates, or stencils, are made of a soft metal alloy embossed by a Graphotype machine which is quite an expensive item of equipment beyond the reach of small users. But the firm has a plate cutting service and can supply an embossed plate and frame, giving thousands of impressions, without replacement, for a few coppers.

The upper part of the frame is made to hold an index card giving a reproduction of the details on the plate, for easy reference, and is also arranged with a number of slots in which coloured metal tabs can be inserted for classification purposes. For instance, if you had a set of plates for your General Committee, then by inserting these coloured tabs you could indicate the Officers, Members of the Executive Committee, Sub-Committees, Ward Secretaries.

Consecutive reproductions can be made at a speed of 15 a minute with very little practice.

The next machine in the Addressograph range is also hand-operated and costs about £30. A much greater speed can be obtained with this machine for it has the added advantage of being semi-automatic. It has a magazine holding 30 plates at one filling, and the plates advance automatically at each stroke of the stamper arm. As each plate is brought to the printing point the plate already printed drops into a receiving tray ready for storing in the same order as they were placed in the magazine. Plates can be printed, repeated or skipped, without any way disturbing their sequence.

Addressall Machine Company, of Southampton Row, London, W.C.1, can supply a machine on the same principle, but instead of metal plates the details are recorded on a wax stencil attached to a strong fibre card which can be cut in a typewriter by the fitting of a simple adapter, or by hand with any ball point pen.

(Continued overleaf)

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Now Is The Time!

NOW IS THE TIME for local Labour Parties to look into the matter of Polling places. It is too late when an election is on. The procedure for securing an adequate number of Polling Places has been simplified by the Representation of the People Act, 1948.

'7.—(4) If any interested authority, or not less than thirty electors in a constituency, make a representation to the Secretary of State that the powers conferred by this section have not been exercised so as to meet the reasonable requirements of the electors in the constituency, or any body of those electors, the Secretary of State shall consider the representation and may, if he thinks fit:—

- (a) direct the local authority or, in Scotland, returning officer by whom the powers are exercisable to make any alterations which the Secretary of State thinks necessary in the circumstances; and*
- (b) if the local authority or returning officer fails to make those alterations within a month after the direction is given, himself make the alterations.'*

The approach should be made in the first place to the local authority. If it can be a joint approach with one or more of the political parties, and if the case for additional Poll-

ing Stations is well substantiated, it is quite possible that there will be little difficulty in obtaining the increased facilities.

If, however, difficulty does arise, all that is needed is the names of not less than 30 electors in the constituency in order that representation may be made directly to the Home Secretary. Such representations should be backed by a sound case, proving that existing facilities are not adequate and indicating the way in which they may be made adequate.

A form of words which might be suitable for the heading of a petition to obtain additional Polling Places would be as follows:—

TO THE SECRETARY OF STATE FOR HOME AFFAIRS

We, the undersigned, being electors for the said (electoral area) (ward) (polling district) herewith make representations under Section 7 (4) of R.P.A 1948 that the powers conferred under Section 7 of the Act have not been exercised so as to meet the reasonable requirements of the electors of the (area) and pray that sufficient alteration may be made to give electors convenient and reasonable polling facilities.

Here mention some inconveniences and suggest a possible improvement).

(Continued from page 15)

The upper half of the card acts as an index card in the same way as the addressograph plate, and the impression is obtained by a method similar to duplicating. That is, by use of a quick drying printers' ink which percolates through the perforations on the stencil. A small machine, complete with 125 stencils and an A—Z index can be supplied for roughly the same cost as the very small Addressograph. Additional stencils can be bought for a few coppers each and the typewriter attachment costs £3 15s.

Another machine is manufactured by Roneo Ltd., Southampton Row, London,

W.C.1, but the smallest model in their range is the Roneo "40" costing £25. The system here is similar as in the previously explained machine.

It is not the purpose of this article to boost the merits of any of these machines but to draw attention to the different types available. There are many other makes in addition to those I have described but the basic principle in them all is practically the same. The names and addresses of the Head Offices of these firms, all of whom have branches in the main provincial towns, are only given in order to assist those readers who may be desirous of making further enquiries.

Evolve A Plan—Then Fit Your Workers Into The Pattern

As Agent to the Ilford North D.L.P., Harold Hodson recently presented his Party with a report on organisation, briefly outlining his set-up for the coming election. For obvious reasons we cannot publish the entire report, but even the amended version, which follows, will be of interest to Party officers everywhere.

IT IS IMPORTANT that the officers charged with duties of a special nature in the election should know what is expected of them so that they can, where possible, begin preparing the ground. It is also of great importance that Wards who will lose the services of valued colleagues should know well in advance, so that they can make alternative arrangements. All delegates and workers within the Party should make themselves familiar with the set-up which will come into existence and within which they will be expected to concentrate all their efforts.

In an election only one person can be responsible for the business of the election, and only one person can be held to be the authoritative voice on policy. Private views and predilections must be subordinated to what is required within the framework of Party work. On Policy, the Candidate must be recognised as the authoritative spokesman and at any meeting, or to the public generally, deference must always be given to the candidate's views. When he is billed to speak at any meeting it should be clearly understood that to the candidate should be left the task of personal replies to other candidates, and the material of other candidates' speeches should not be replied to by other speakers at such meetings.

The Agent is Responsible for Organisation

On organisation the Agent is the responsible person, and private views of what is possible or best should be

expressed early and the agent's decision thereafter loyally and clearly carried through. It is the policy of the agent to leave much to the individual officer in the Ward, but certain essential things must be completed and proper and adequate reports sent to the officers appointed to look after the Central Committee room work at the time requested.

Policy and Appointments Made Clear to Members

The policy I propose to adopt and some of the appointments I intend to make are as follows:

Policy: At the Central Committee rooms a group of specialist officers will handle particular activities. The Wards, and Polling District Officers, will be responsible for the actual work of the election in the streets and their area.

Officers: Co-ordination of canvass; tracing removals and tabulating returns from Ward Committee rooms will be the task of the Canvass and Removals Officer.

Meetings will be arranged, planned, and as far as possible, completely staffed by the Meetings Officers. Under this officer will be a subsidiary task, that of controlling the issue, the use, and the servicing of equipment such as loud-speakers, tables, chairs, etc. The Meetings Officer will have an assistant for this purpose.

The checking of all election materials and the despatch in proper order of such is a task needing certain special qualities. An officer will be appointed for this work.

SWANSEA LABOUR ASSOCIATION has shown commendable initiative in producing an attractively-bound book written by Stan Awbery, J.P., M.P., entitled 'Labour's Early Struggles In Swansea.' The work is plentifully illustrated with cartoons and photographs of the early pioneers of the movement in Swansea, and commemorates their struggles. Next February the whole movement, nationally and locally, will have an opportunity of recalling the work of the early members, many of whom were never widely known outside their own locality, but the sum total of whose activities made possible our present victories. Stan Awbery, and those associated with him, are to be congratulated on this production. The book is obtainable from the Swansea Labour Association, Elysium Buildings, High Street, Swansea, price 5s. (stiff covers) or 3s. 6d. (limp).

The Enquiry Desk and the officer responsible for directing voluntary workers to the right place will be a combined post. The Candidate's diary and correspondence will require special attention, and a woman used to secretarial work should hold this appointment.

Other Tasks Requiring Special Attention

The following tasks will require also special attention and officers will be appointed: Committee Rooms Officer (responsible for booking and equipping). Transport Officer (controlling all vehicles). Central Committee Room Workers' Supervisor (important if we have a large number of voluntary helpers). Finally, someone in charge of petty cash, petrol coupons, etc. This will complete the Central Committee Room staff except for the candidate's personal assistant.

Wards: the wards will be responsible for their own area and everything possible must be done to completely cover them. As an irreducible minimum, one Committee Room per Ward must be opened for the whole period of the campaign. In large districts, and where membership justifies it, more than one should be opened. The less a voluntary worker has to walk to contact organisation the more helpers we are likely to get.

On Election Day we must have a Committee Room for every Polling Station, or school. There is nothing to stop larger wards having more than one Committee Room in some polling districts. There will be a lot more voluntary help at the General Election than at any other election and it is an important part of our task to provide full opportunity to every voluntary helper who comes along. Committee Room controllers should always have a job of work handy for callers.

Success May Depend On Canvass Checking

Each Ward is expected to deal with literature adequately and to complete a thorough canvass. Records of all work done, and the names and addresses of all who help in the current canvass, must be recorded and reported. Special forms will be provided to help in maintaining a common system throughout the constituency.

The Wards should organise themselves into Polling District Committees under a Polling District Officer. Each Ward will need a canvass checker and controller, and this task must only be given to careful and responsible members. The success of the election may well depend on how you have this section of the work done.

Members who do not take this seriously should be kept off any responsibility in the committee room. For Polling Day a checked canvass system, properly made up wall sheets, and proper records of all phases of the work must be on hand. Trained people in this work will count a great deal in improved voting returns. Where possible the League of Youth should be organised into a mobile speaking and canvassing squad.

Special Attention to Press Conferences

Publicity, and Press conferences, will be under the Agent's control, but if the Party has a Press and Publicity Officer then this will be arranged through him.

Literature sales, and collections at meetings, will fall naturally under the arrangements and control of the meetings' organiser.

In conclusion may I express the hope that members will try to fit themselves to work in this pattern of organisation. A trained person is always better than an untrained one in a stiff fight, and this is going to be a really tough struggle. But we will win because when the people have the clear facts before them they will know that the only way forward for Britain is through the Labour Party policy.

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An Important Aspect of Election Law

By A. L. WILLIAMS, Assistant National Agent

ONE RESULT OF THE recent newspaper speculation about the date of the General Election has been a growth of 'election consciousness' among Labour Party members.

The Prime Minister's announcement that there will be no General Election this year has not caused any lessening of interest. It is generally recognised that, at the longest, only a few months separate us from the greatest electoral battle of our lives.

Time is Short

So many things need to be done to prepare our forces for the struggle, and time is short. It is good, therefore, that Party members should be thinking more and more in terms of the General Election. But this preoccupation with election preparations has its dangers.

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It is unwise to start an election too soon; unwise from the political point of view and, more important, unwise from the legal standpoint. If an election is commenced some months before it need be, the activities of the candidate and his supporters come within the scope of Election Law from the beginning, and the expenses incurred in those activities have to be returned as election expenses.

Reduced Expenses

It is not easy to prevent breaches of Election Law during a three or four weeks' campaign; to attempt to do so over several months would be a nightmarish task. Also, in these days of high costs and a reduced legal maximum of election expenses, agents will have their work cut out to keep the expenses within the permitted limit—without having to include items which were really incurred in the pre-election period.

The courts have never given a clear definition of what starts an election, but it is obvious that an election cannot start without a candidate. That is why, before an election, the person selected to fight it is usually referred to as the 'prospective' candidate.

The use of such a title does not completely avert the danger. It would appear that the thing to avoid is the seeking of support for the candidate. An appeal to electors at a public meeting, or on a hand-bill, to vote for the candidate when the election came would start the election.

Exercise Care

There is nothing wrong in a political party carrying out propaganda in support of its policy, canvassing for members, or in attending to registration matters. A prospective candidate is entitled to take a prominent part in the normal activities of his Party providing they don't relate to a particular election.

There is evidence that our opponents are keeping a close watch for technical breaches of the law. On our part we should exercise the greatest care in these legal matters.

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